

FIG. 1

25

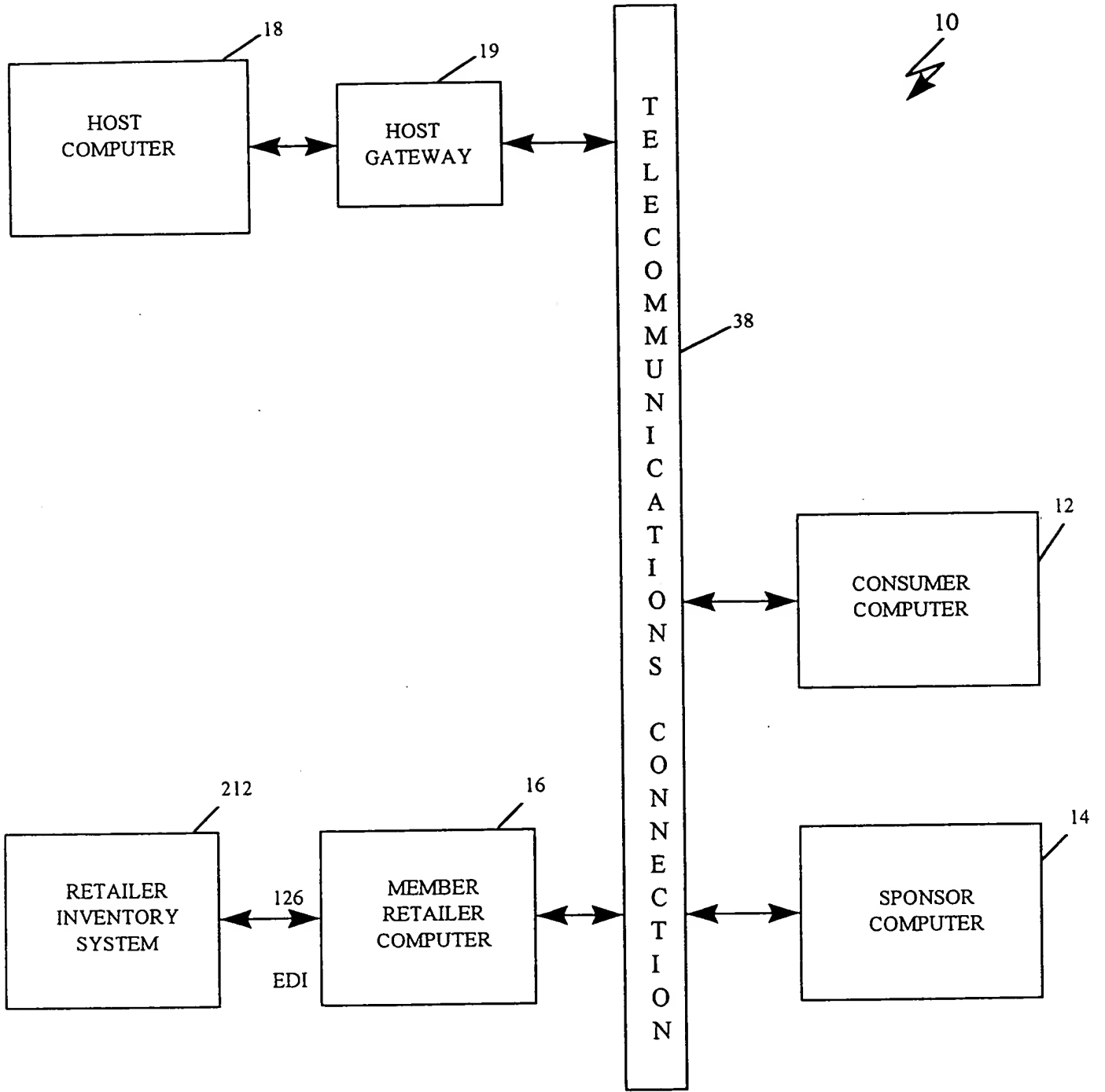


FIG. 2

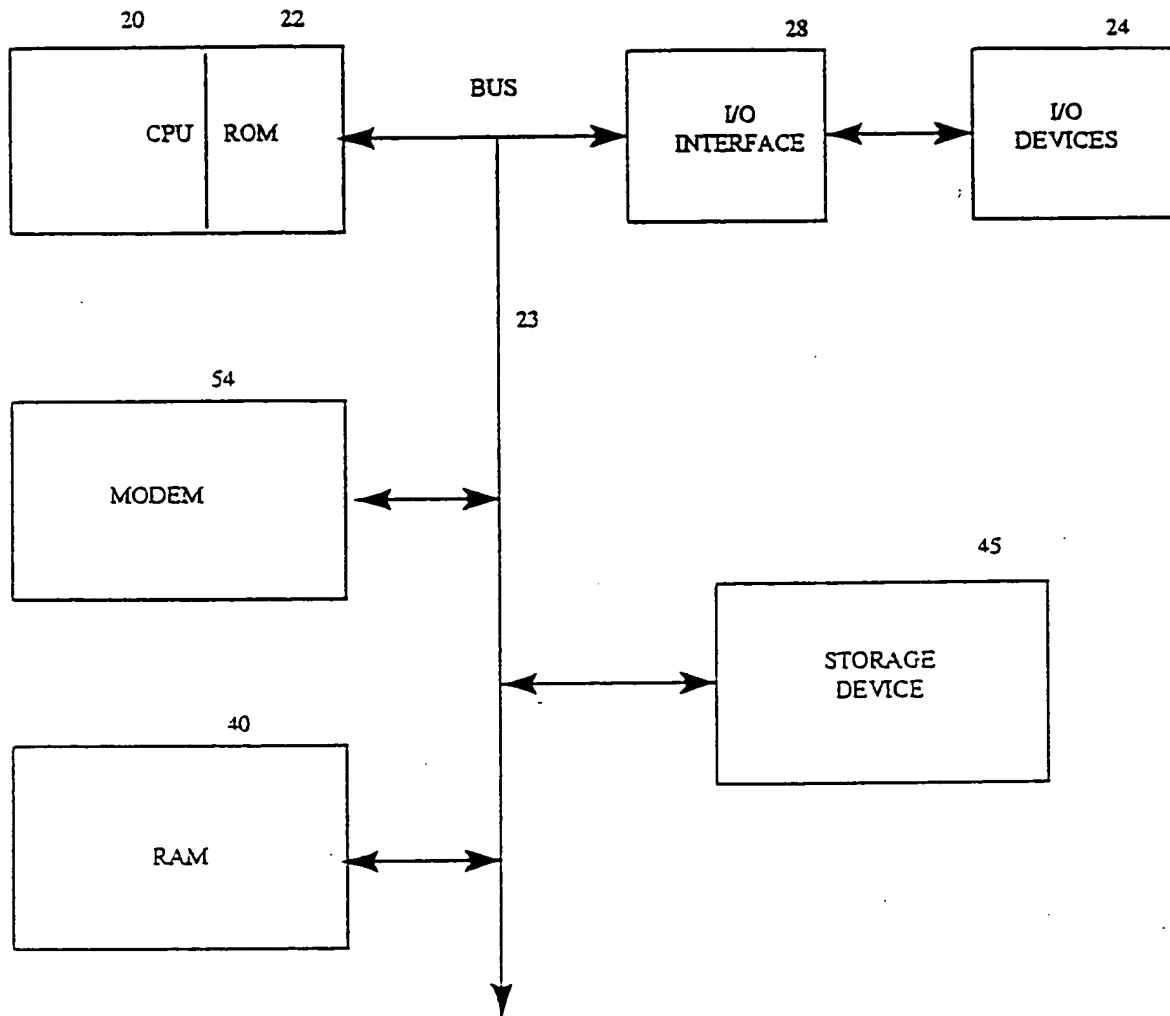


FIG. 3

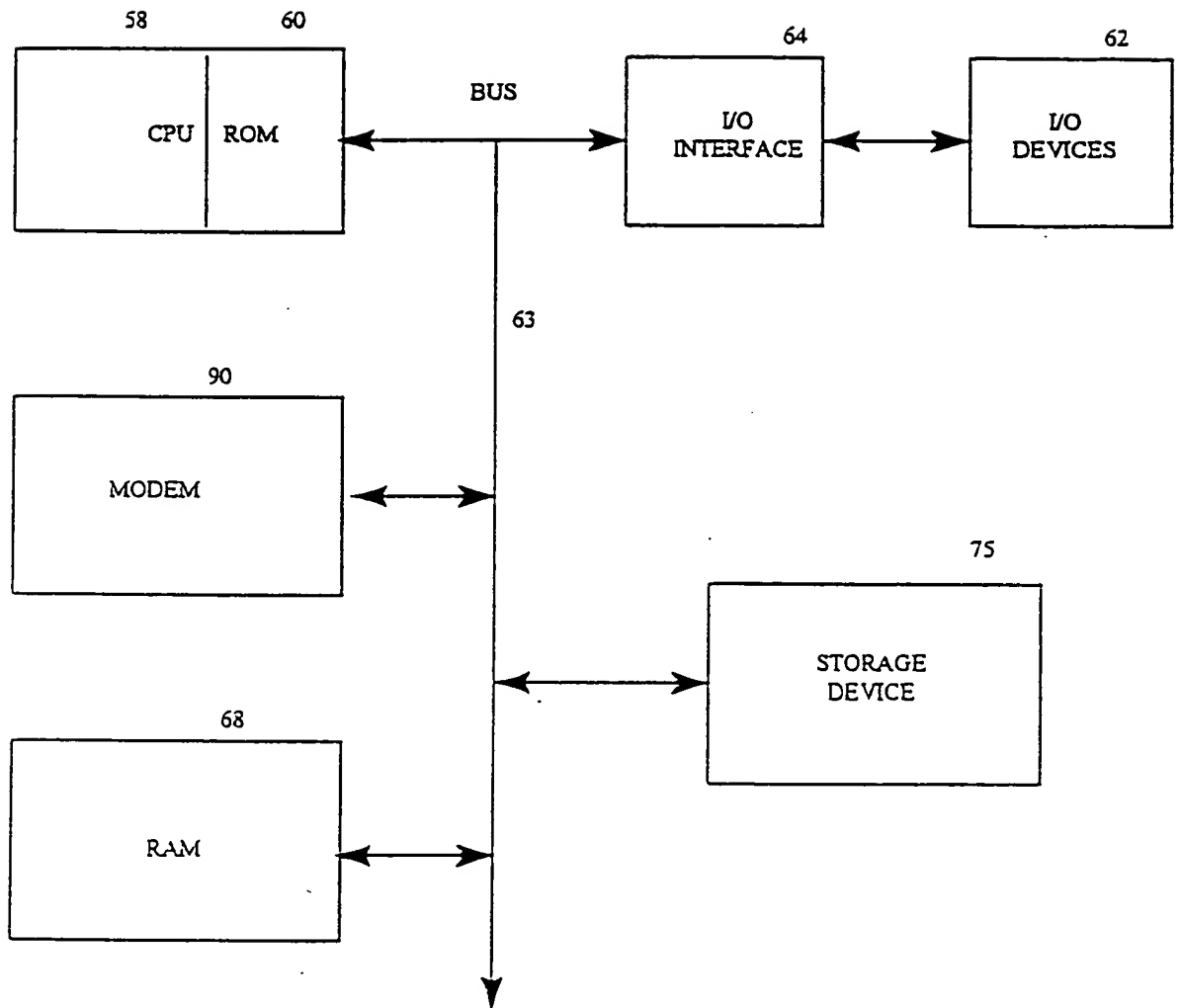


FIG. 4

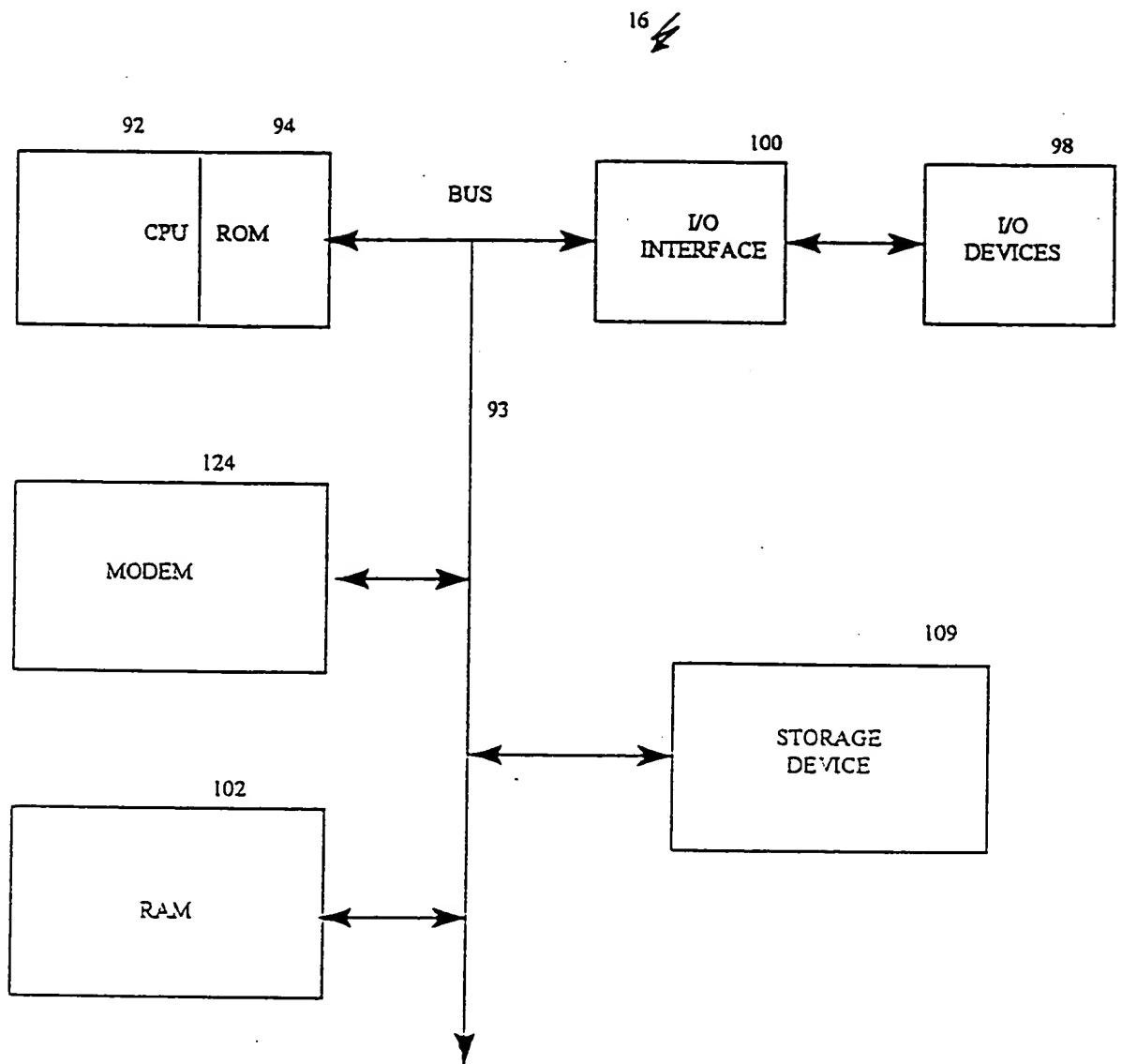


FIG. 5

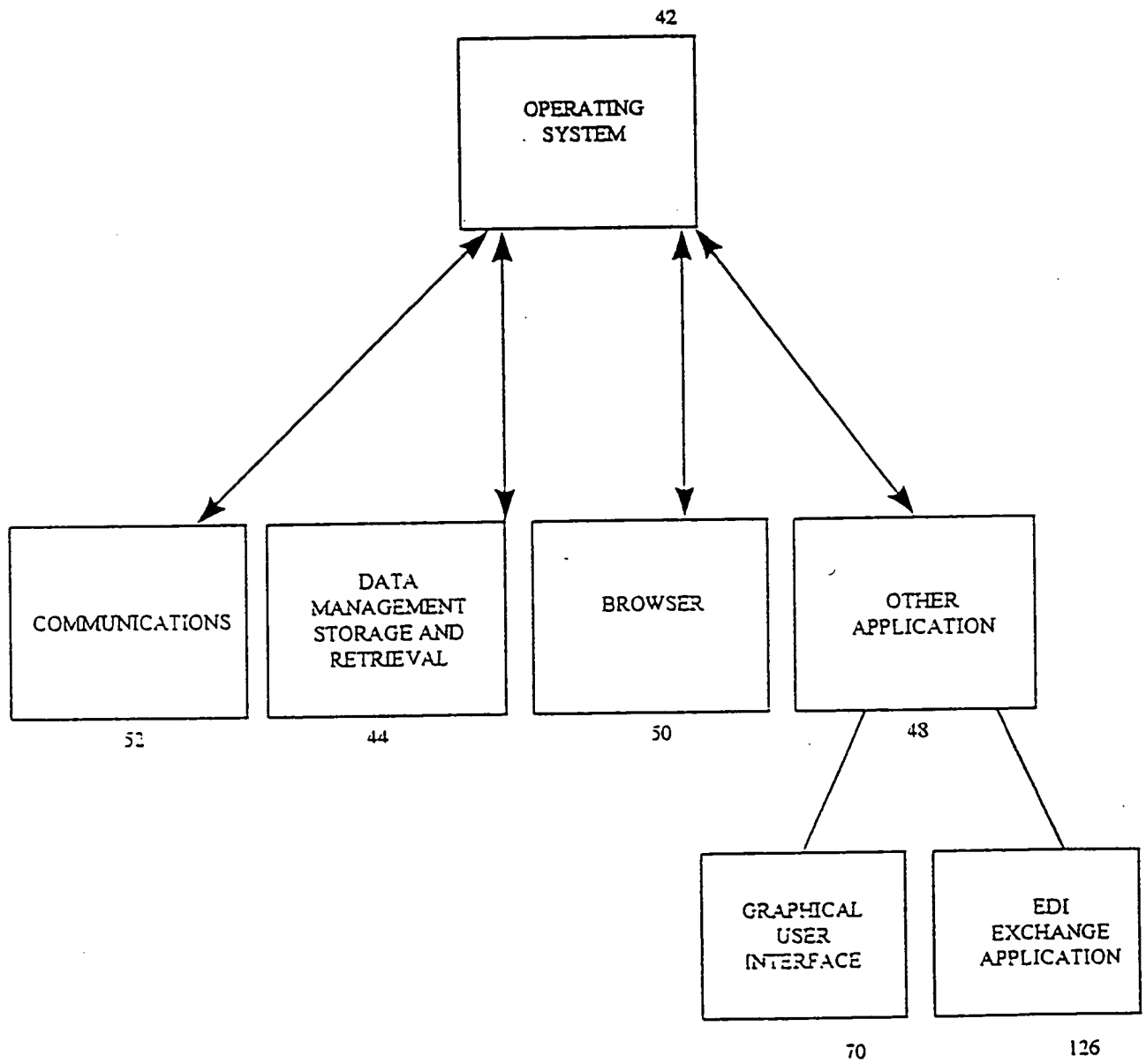


FIG. 6

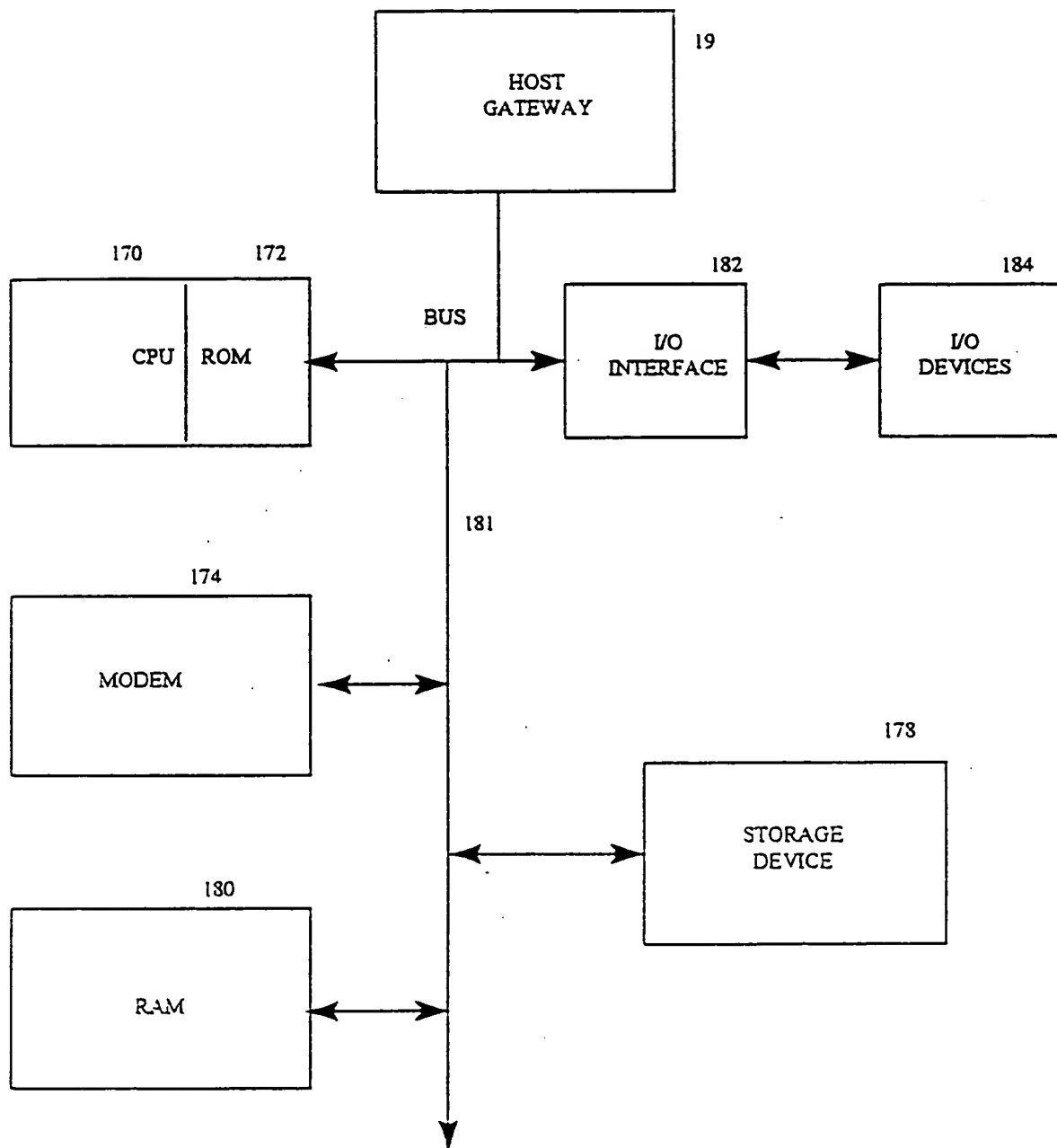


FIG. 7

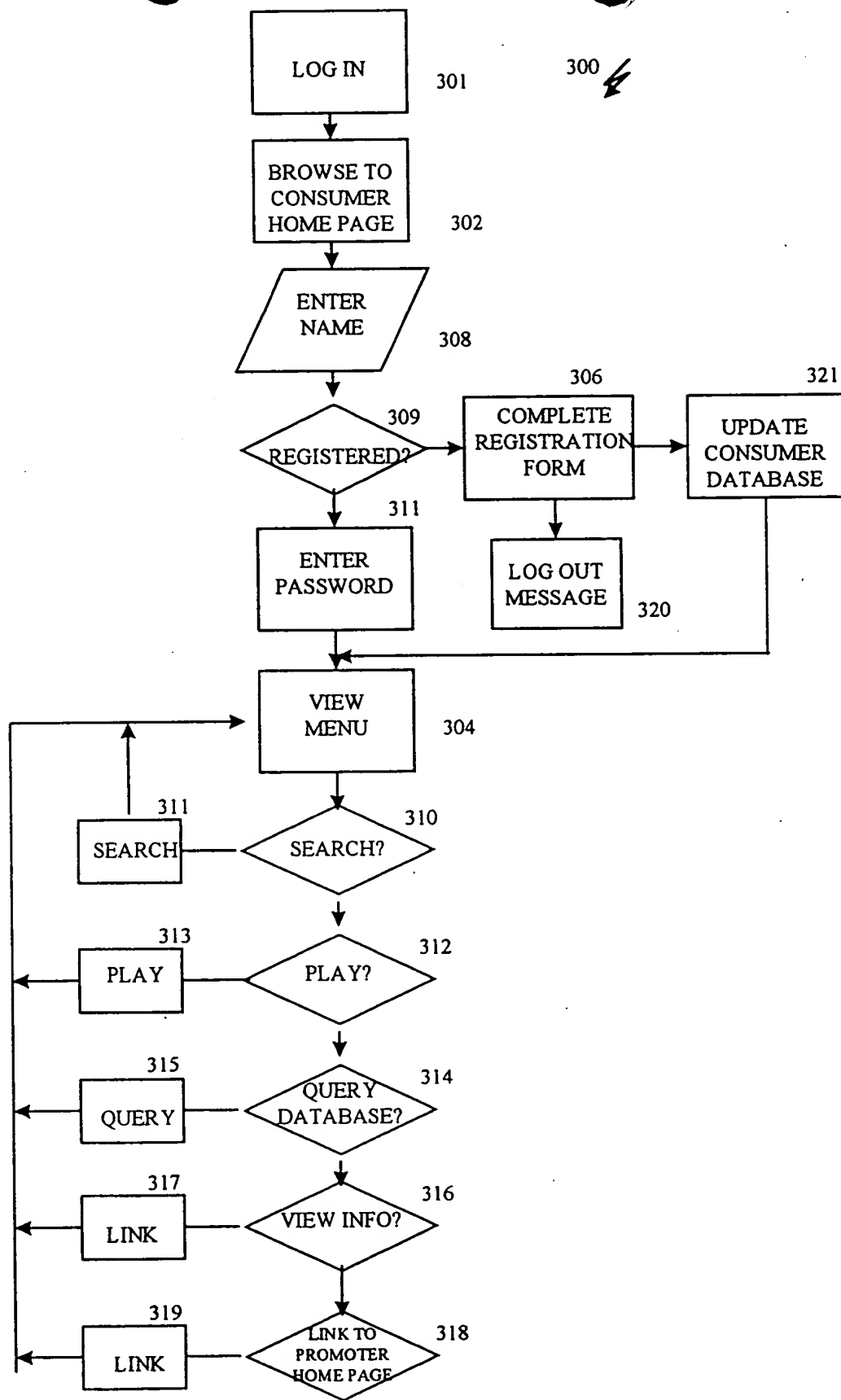


FIG. 8

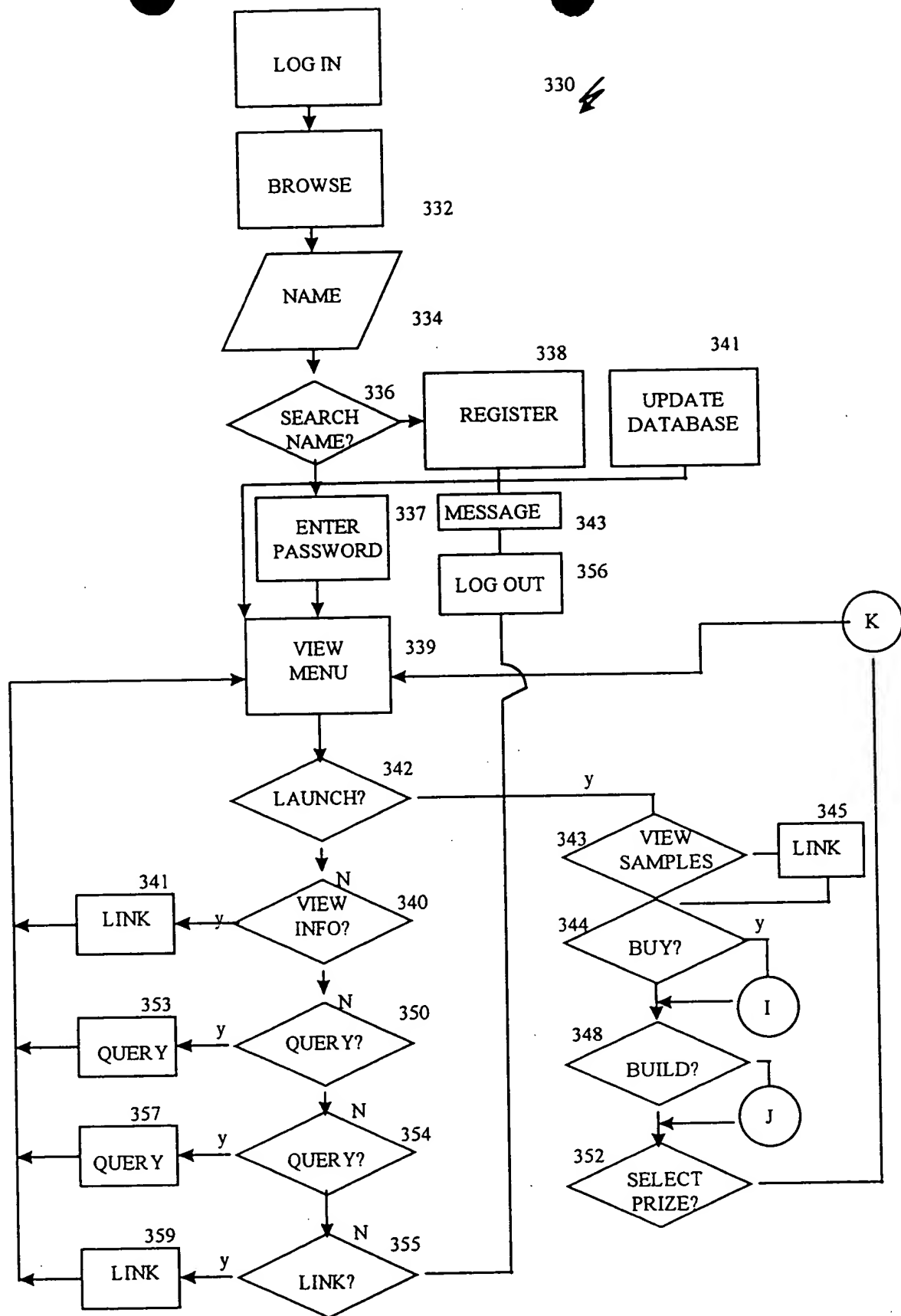
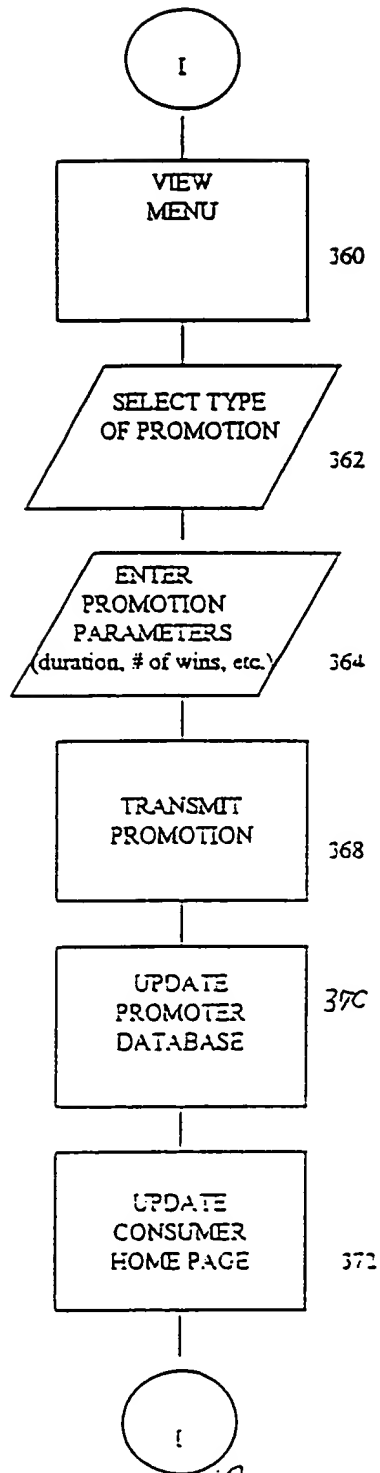


FIG. 9

FIG. 10



358

FIG. 10

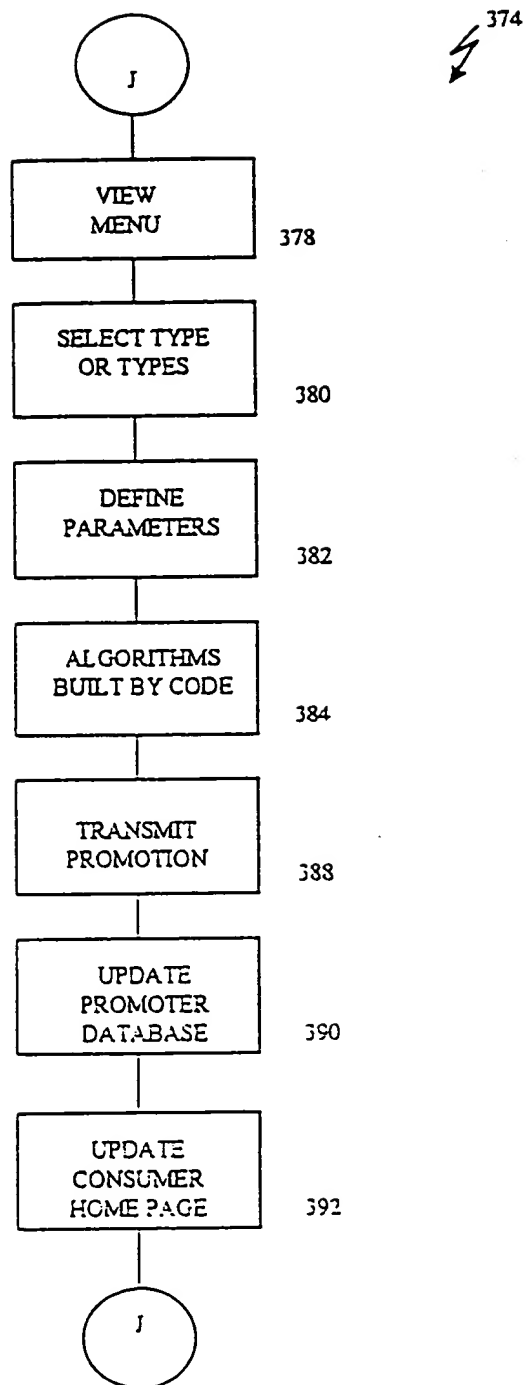


FIG. 11

402

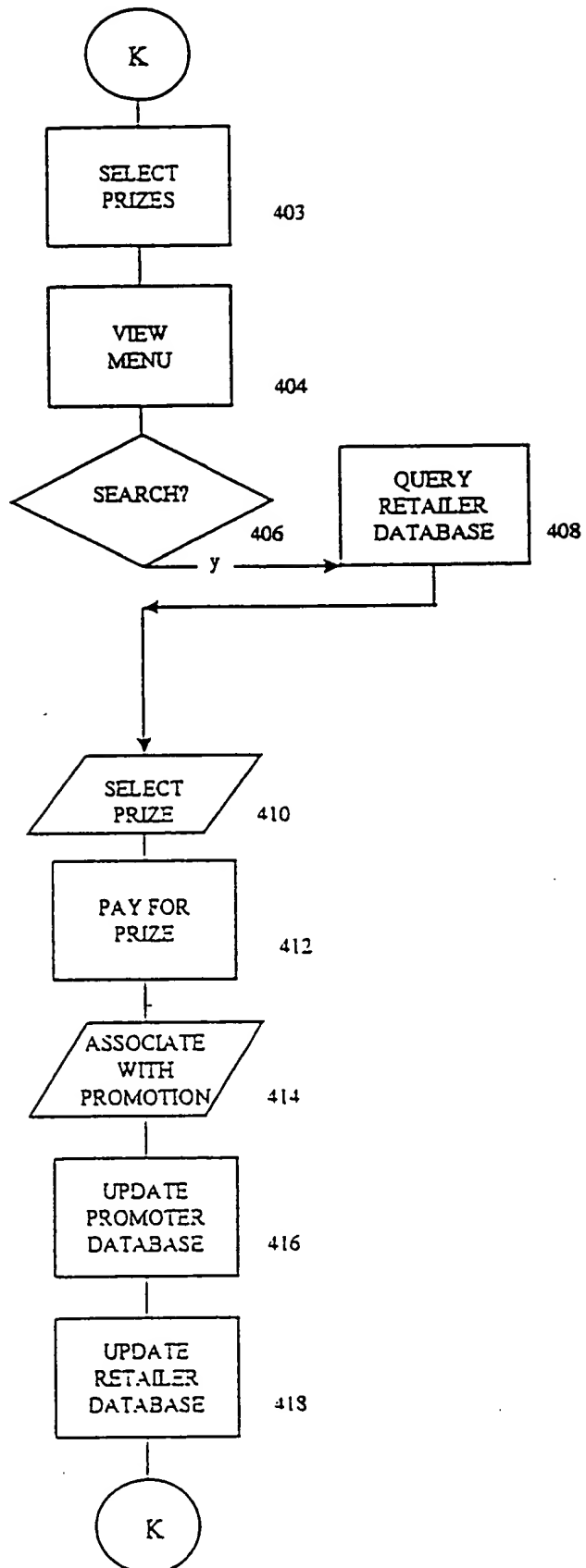


FIG. 12

450

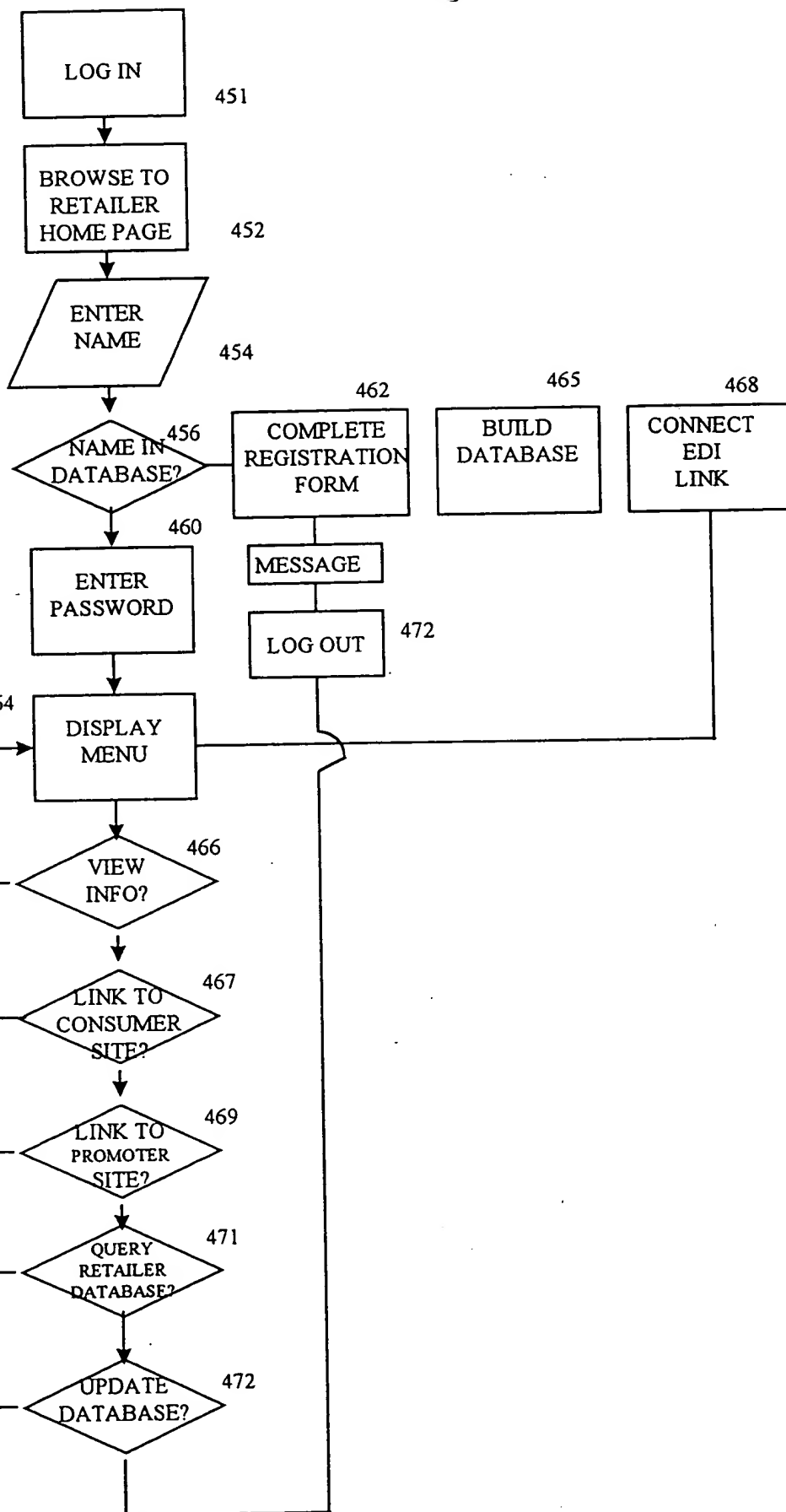


FIG. 13

63004 24460

665007-210000

419

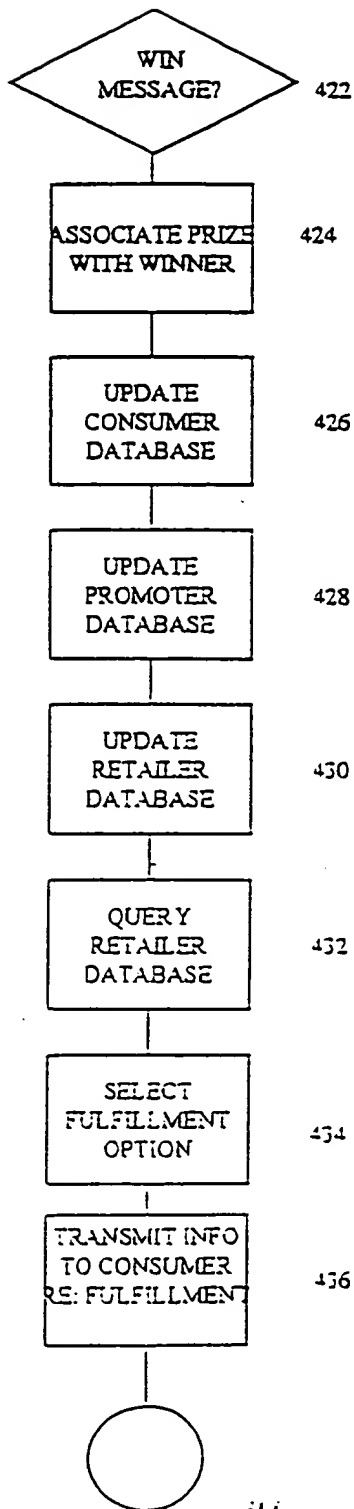


FIG. 14

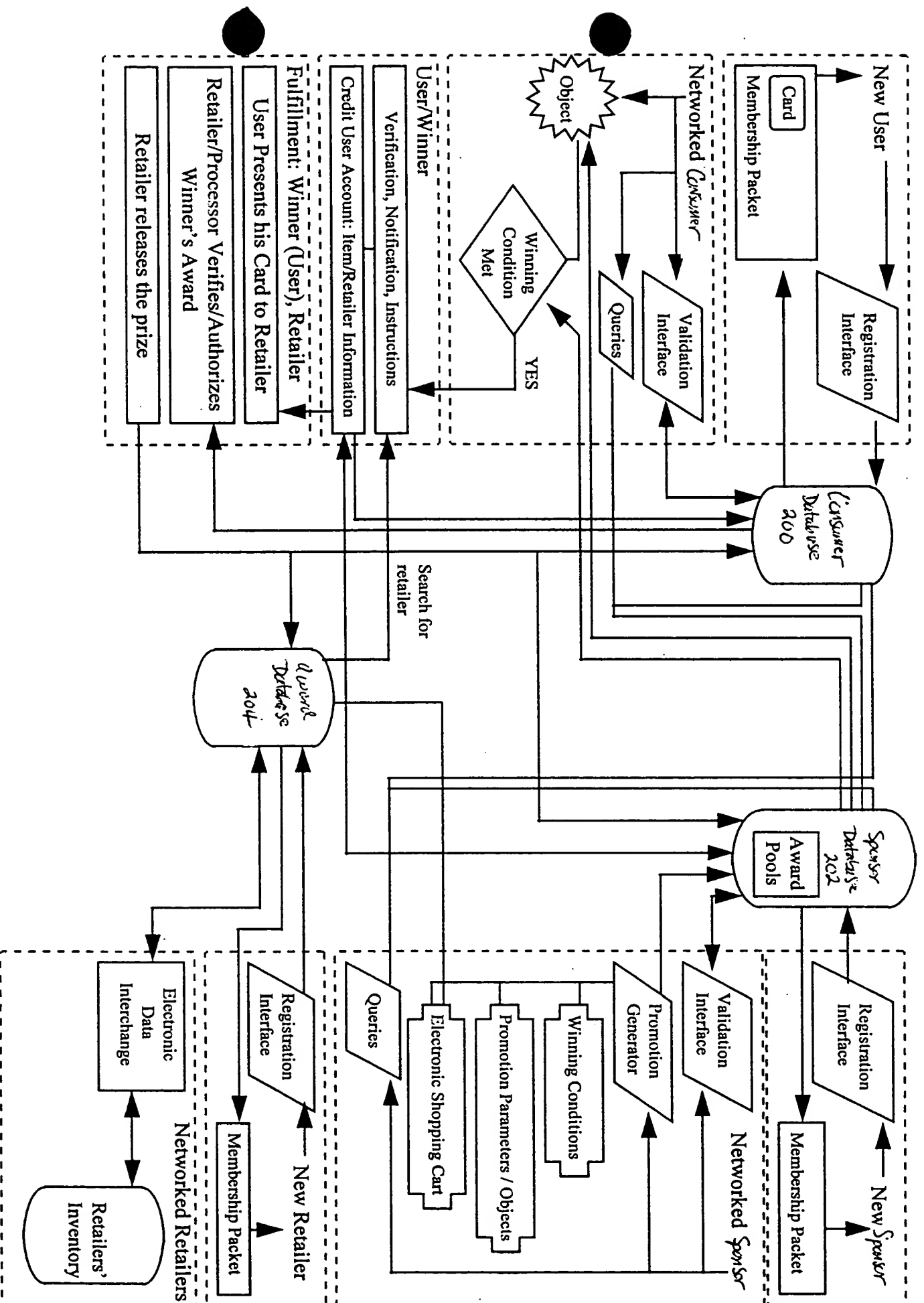


FIG. 15

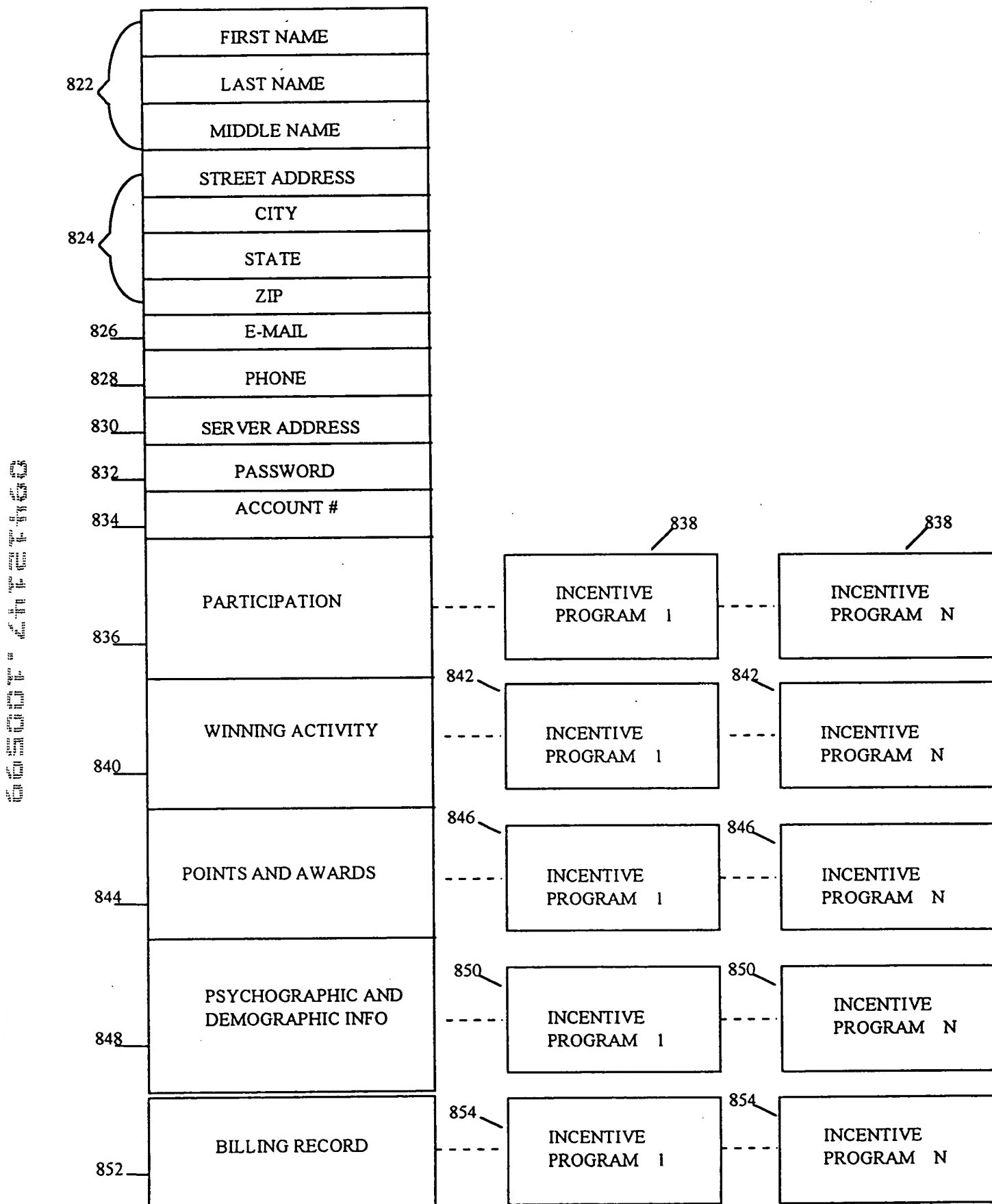


FIG. 16

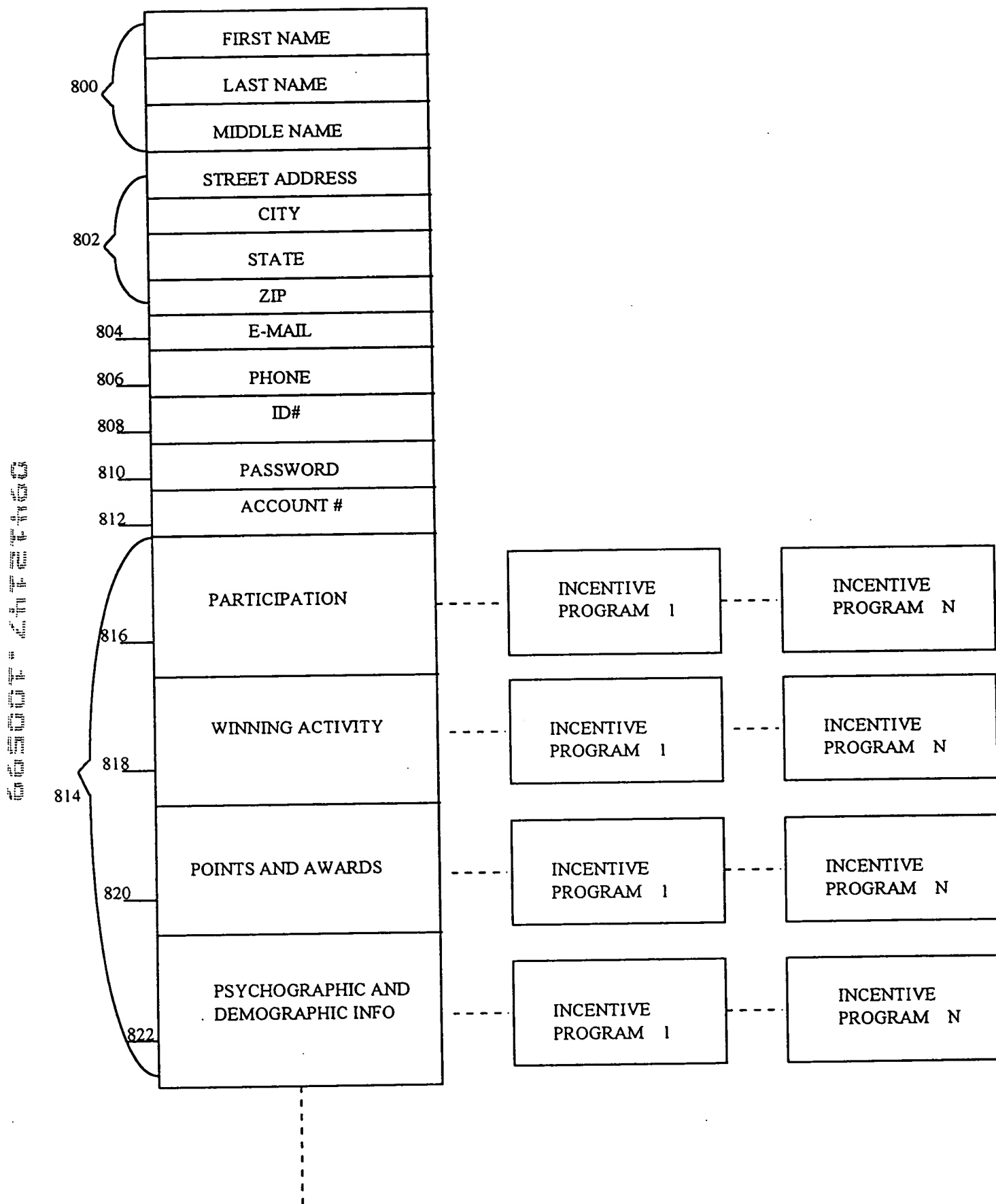


FIG. 17

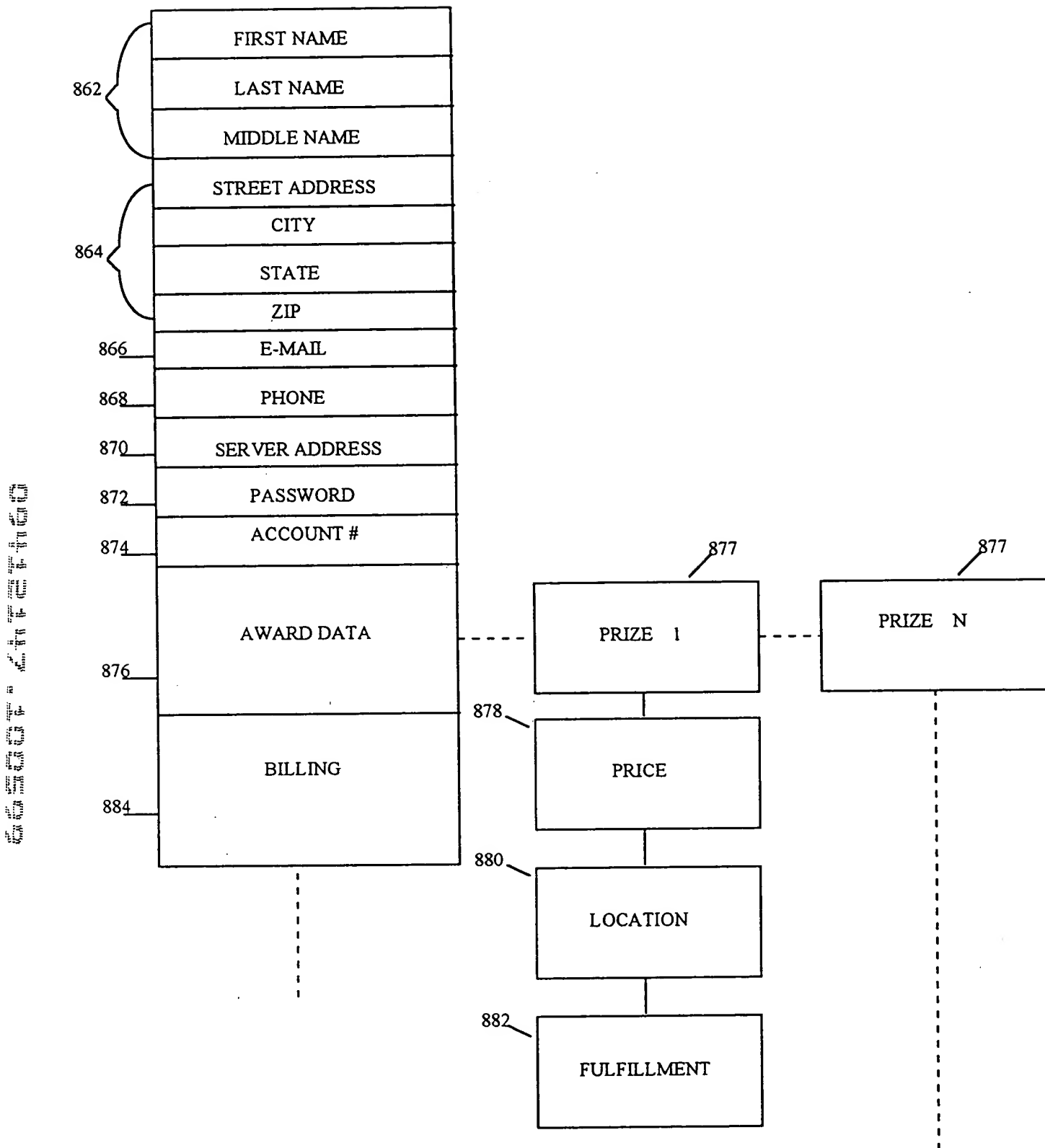


FIG. 18

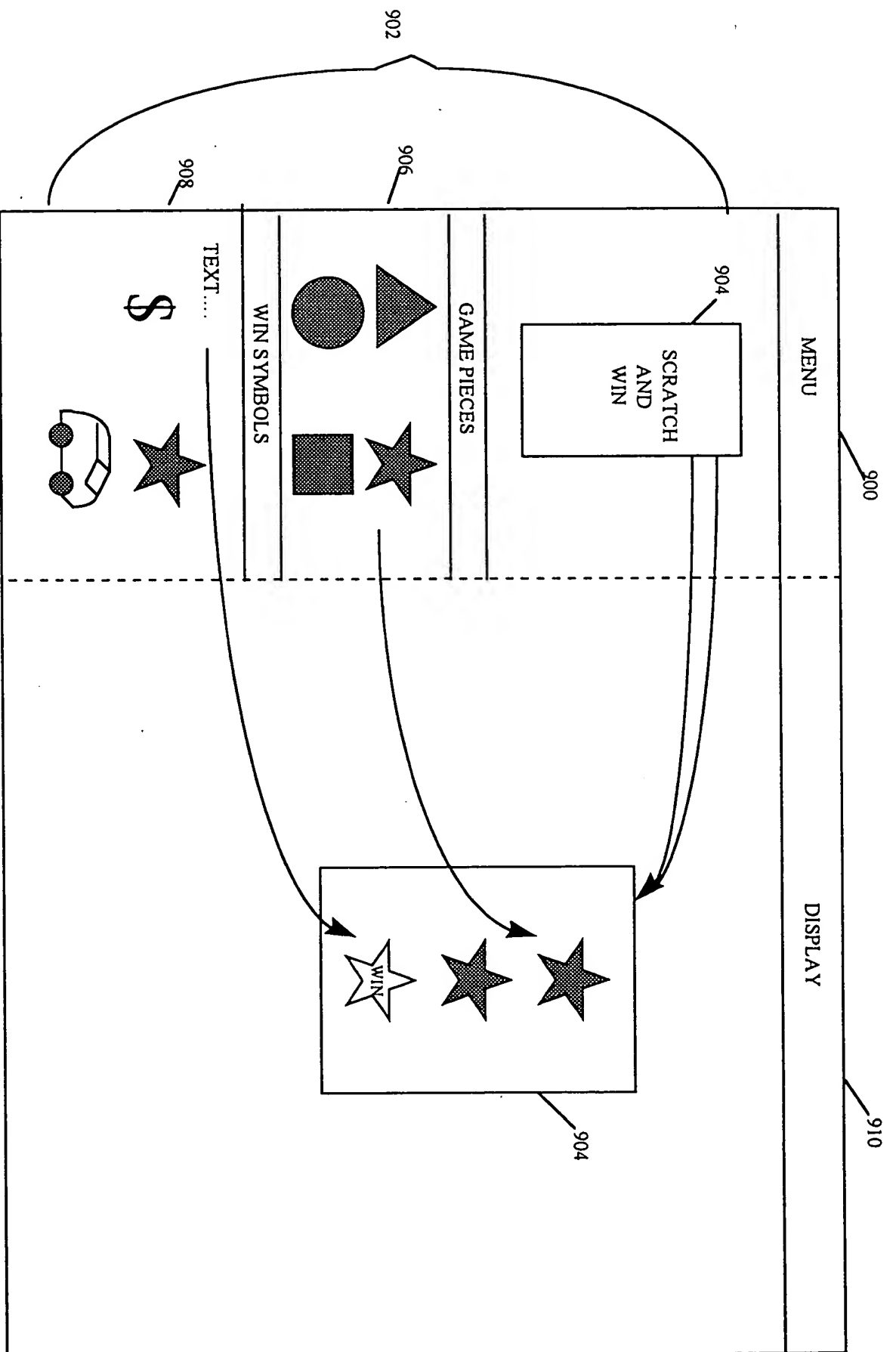


FIG. 19

General Type	Target of Incentive Effort	Common Descriptive Language	Descriptive Type	Short-Term	Long-Term	Implementation Visual Mechanisms (used to display result)	Prize Types
Within Firm	Employees	*Incentive Programs *Employee Morale Programs	*Online testing *Attendance Monitoring *Games of Skill (Trivia) *Games of Chance (Press To Win)	Instant-Win	*Sweepstakes *Performance Rewards *Employee Loyalty	Buttons Banners Scratch & Win Puzzles Pin-Ball Other Texts Graphics	Merchandise Services Discounts Coupons Points
	Suppliers (ex. Via extranets, or private internets)						
Outside Firm	Customers	Promotions Sweepstakes Giveaway Efforts Coupons	*Games of Skill (Trivia, "Suvery Match"), Puzzles, Scratch & Win *Games of Chance (Press to Win) *Customer Service (Survey, Questionnaire Completion)	Instant-Win	*Sweepstakes *Customer Loyalty	Buttons Banners Scratch & Win Puzzles Pin-Ball	Merchandise Services Discounts Coupons Points
					*Customer Loyalty	Scratch & Win Puzzles Pin-Ball	Points

FIG. 20

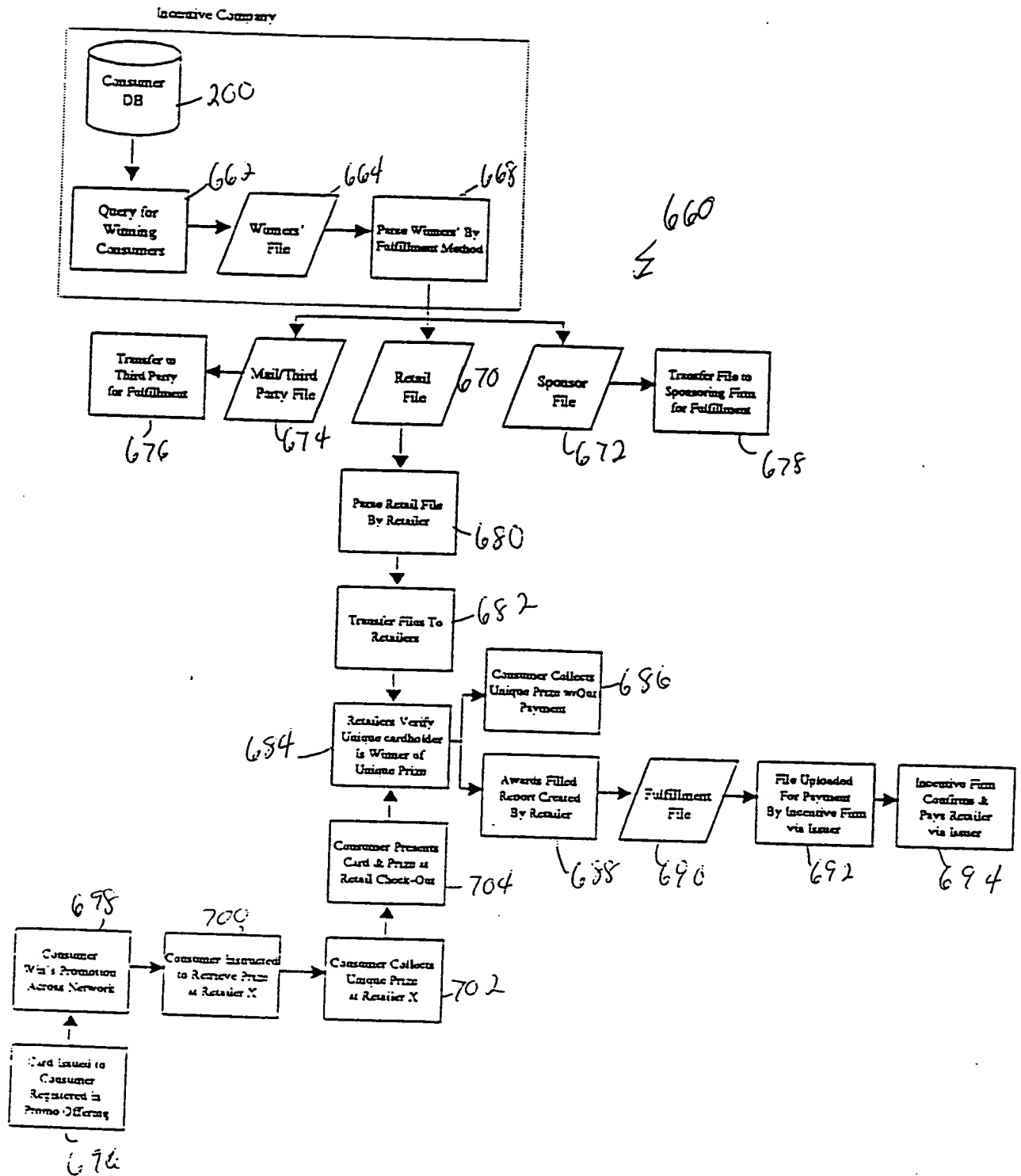
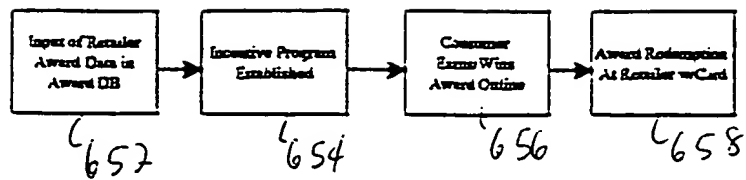


FIG. 21



650

FIG. 22

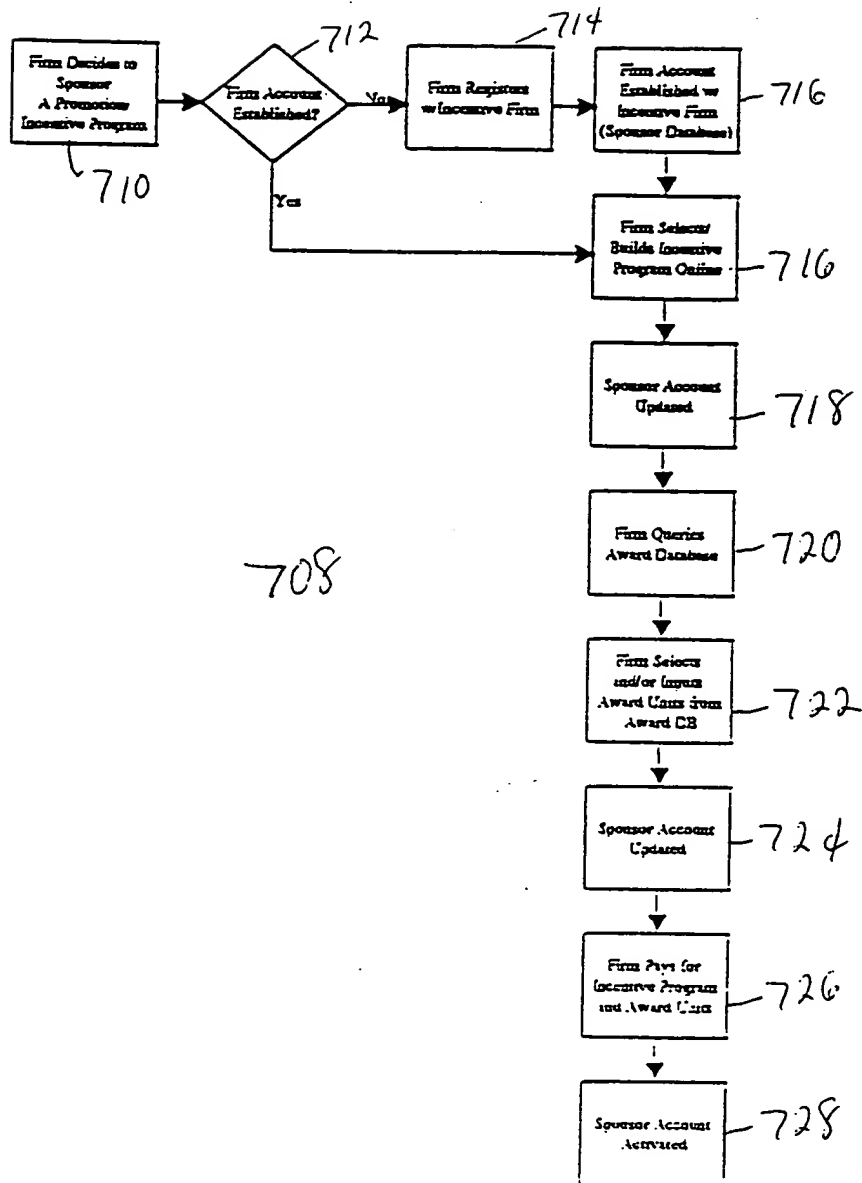


FIG. 23

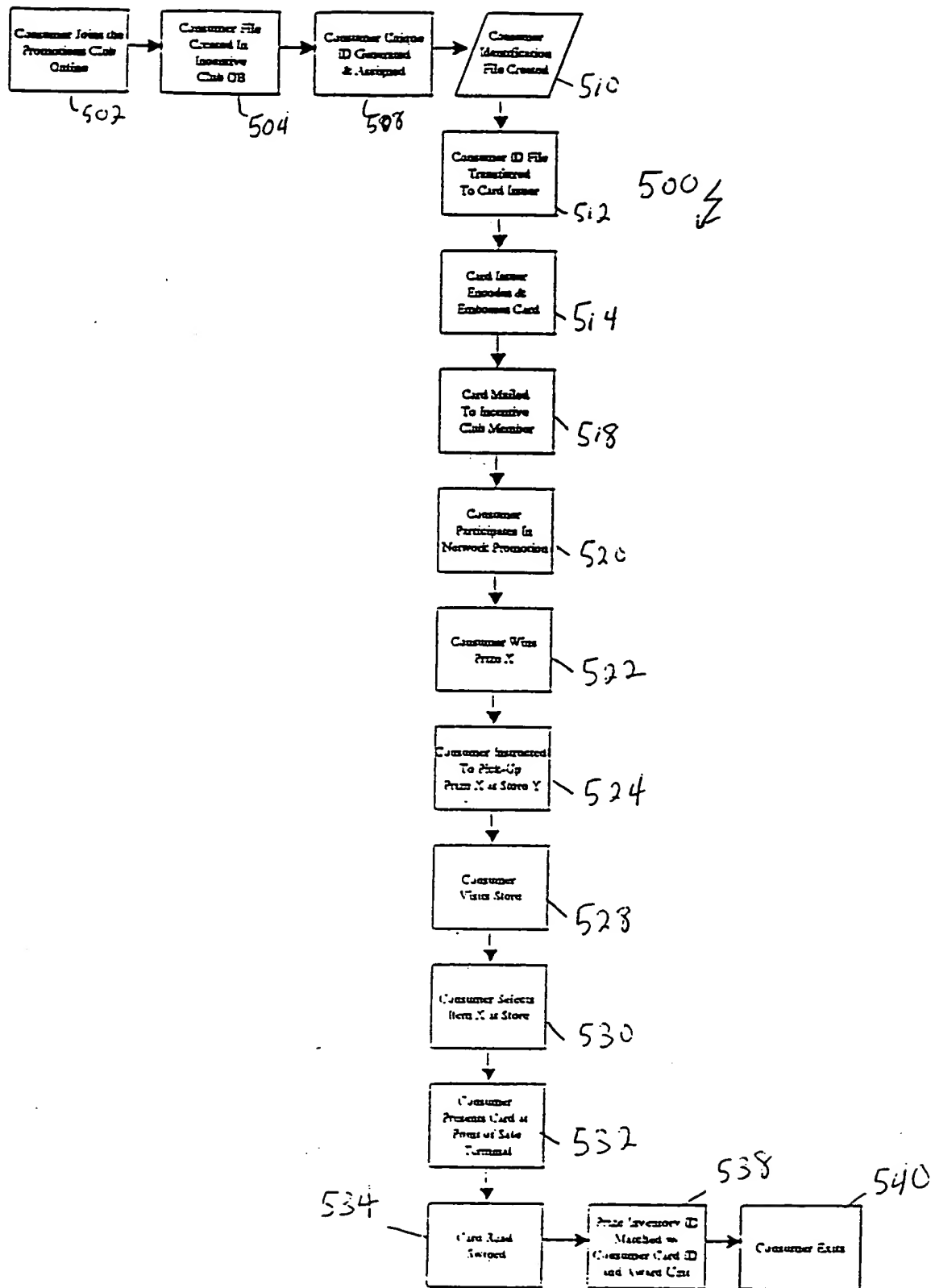


FIG. 24

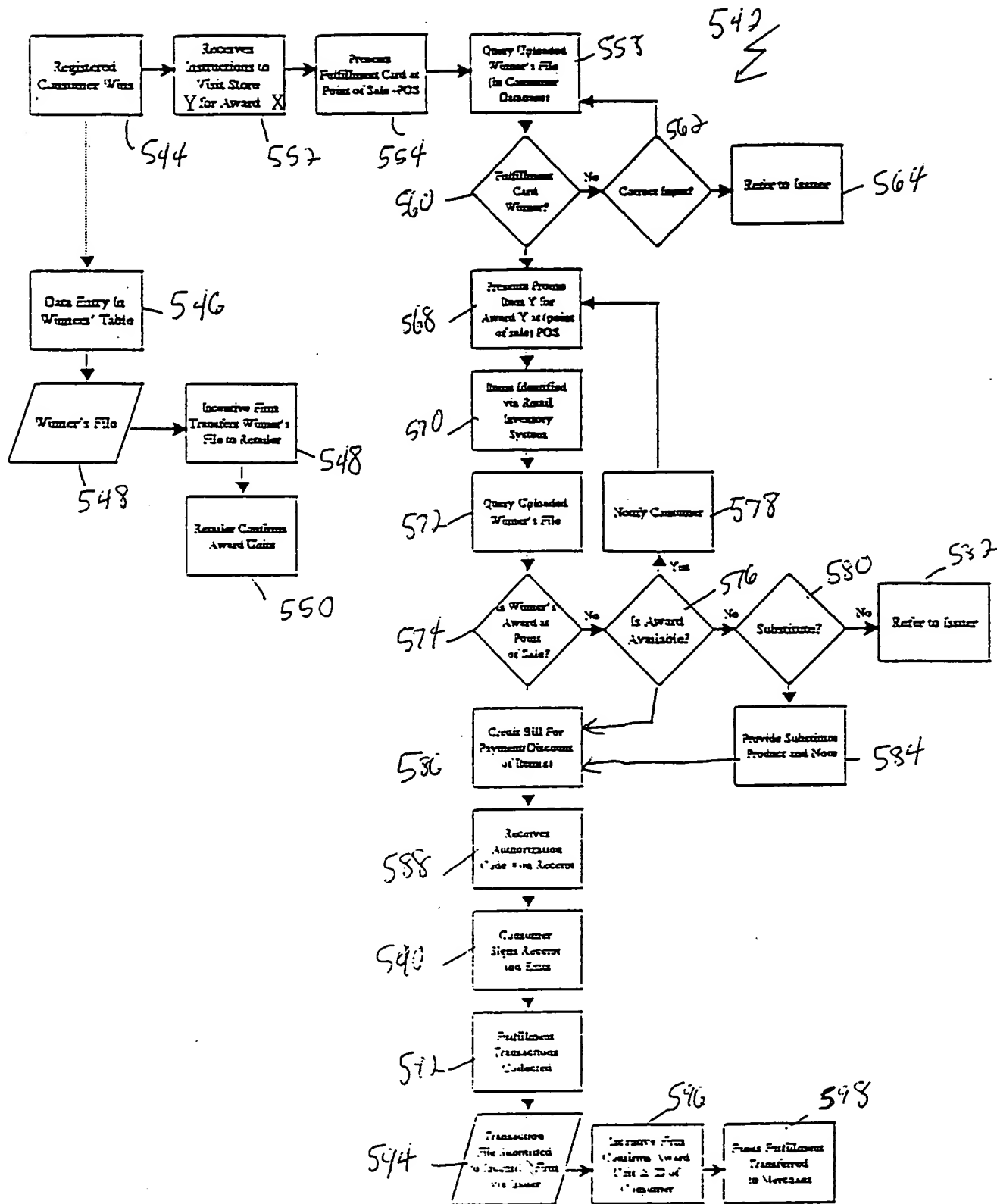


FIG. 25